



# EINI KÄRKKÄINEN

Passionate about the luxury market, with a strong interest in the trends and craftsmanship that characterise luxury companies. Fascinated by the relationship between luxury and data, with an emphasis on grasping how market insights influence the direction of the sector.

## Work Experience

2023

### Sales Advocate

GemGenève

- Analyzed client acquisition trends to identify key demographics, achieving a 20% increase in outreach efficiency and resulting in 40 new UHNWI and HNWI clients in 3 days.
- Used CRM data to enhance customer loyalty programs, maintaining the loyalty of over 10 existing customers through targeted strategies.
- Collaborated with the marketing team to assess campaign effectiveness, identifying data-driven insights that contributed to a 15% increase in client engagement and higher conversion rates.

2023

### Sales & Administrative Assistant

Bee'z Solutions

- Conducted data analysis on customer interactions, resulting in a 50% success rate for contract conversions
- Analyzed revenue streams and implemented data-backed strategies that led to a 25% increase in revenue.
- Processed and analyzed over 250 client requests, developing actionable insights that supported the acquisition of 50 new clients within 3 months.

2022

### Business Development Representative

Fin-Terpuu Oy

- Performed data-driven assessments of sales activities, increasing sales revenue by 10% in Q3 by identifying and nurturing high-value leads through targeted outreach.
- Analyzed client data to drive a 15% expansion in the client base, acquiring 30 new accounts through insights gained from personalized demo performance.
- Improved conversion rates by 10% by using data analytics to refine follow-up strategies and providing actionable insights for the sales team.

## Additional Experience

**Volunteer -** Global Shapers, Geneva Hub (2023 - 2024)


**Volunteer -** Projects:  
Building Brides, 2023  
Puffcycle:

**Country Ambassador for Finland -** Geneva Business School, 2023  
Over 1.000 vapes collected and recycled in one day

**Volunteer -** Social Start Up (2022)  
Partnerships with organisations

**Women in Big Data -** Member  
Geneva Lake Clean-Up:

**Women in Digital Switzerland -** Member  
Over 20kg worth of trash collected MUCH YOU COLLECTED

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 [Portfolio](#)

 [LinkedIn](#)

## Education

### Bachelor of Business Administration

Geneva Business School

2022-2025

### Data Analytics Professional Certificate

Coursera (Google)

2024

## Expertise

SQL

Tableau & Power BI

R (programming language)

Excel

## Languages

Finnish - Mother tongue

Russian - Mother tongue

English - Highly proficient

French - Conversational

## About me

### Nature enthusiast

- Skiing, swimming, figure ice skating

### Sports lover

- Ice hockey, rally, F1

### Art devotee

- Artist in free time